Analysing the Visual Text

Comprehension Question A
Like the written text, it has a purpose

The visual and written texts are closely connected and you must comment on that link
Narration

Every picture tells a story
Argument

Photographs can be extremely effective in putting forward a certain viewpoint
Persuasion

Advertisements are the obvious examples of this
Analysis - Be as precise as possible

- Background

- Foreground - the space to the front of the image

- Frame - the borders of the picture

- Left, right, centre, top etc.
Two or More Images

- Is the theme handled differently in both?
- Which has a stronger connection to the written text?
- Do the images present us with different aspects of the text?
Composition

- What is the focus of the image?
- Take careful note of everything that is included: it is all there for a reason
- Look at the surroundings, background, centre, people, objects etc.
Framing

- Think of the way you would analyse camera work in a film

- Is the camera angled up or down; is the image a close-up?

- What is the viewer’s orientation and what does this tell us about the image? Are we looking up or down at the focus of the image?
Body Language and Expressions

- Examine the subject’s stance
- What do the person or people in the image appear to be looking at?
- What do their facial expressions tell us?
Rule of Thirds

- As a general rule, objects or people in the top third of an image are the focus of attention while objects in the bottom third have far less impact.

- Objects or people in the bottom third may be presented as unimportant or lacking power.
Colours and Tones

- Think of the colours you analysed in Media Studies

- If the image is black and white, or monochrome, why is that?

- Do the colours - or lack of them - suggest a time period?

- Look at light and shadow in black and white images in particular

- Do the colours used link certain characters? Are two wearing similar hues, for example?
<table>
<thead>
<tr>
<th>Color</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>Fear, Danger, Warning, Blood, Anger, Debt</td>
</tr>
<tr>
<td>White</td>
<td>Pure, Hygienic, Clean, Goodness, Empty, Safety</td>
</tr>
<tr>
<td>Green</td>
<td>Calm, Serene, Nature, Plants, Envy, Everlasting</td>
</tr>
<tr>
<td>Yellow</td>
<td>Coward, Weak, Bright, Light, Sun, Happy</td>
</tr>
<tr>
<td>Blue</td>
<td>Sky, Openness, Cold/Cool, Health, Water, Tranquility</td>
</tr>
<tr>
<td>Black</td>
<td>Evil, Sinister, Mourning, Death, Darkness, Mystery</td>
</tr>
<tr>
<td>Purple</td>
<td>Dreams, Lent, Religious, Repentance, Royalty, Wealth</td>
</tr>
<tr>
<td>Orange</td>
<td>Warmth, Energy, Happy, Sunset, Enthusiasm</td>
</tr>
</tbody>
</table>
Symbols

- Are there objects in the image that have a symbolic value?

- How are these symbols related to the written text?